

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Strategic Media Placement OH
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 940867 /		<u>Alt Order #</u>
<u>Product</u> GENERAL		
<u>Contract Dates</u> 10/22/12 - 11/06/12		<u>Estimate #</u> 2452
<u>Advertiser</u> Mandel/R/Senator		<u>Original Date / Revision</u> 10/04/12 / 10/04/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Bob Sommerkamp	<u>Sales Office</u> Cincinnati
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	10/24/12	11/06/12	5-6a news	5-6a		:30			NM	10	\$1,250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$125.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$125.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$125.00			
N 2	WLWT	10/24/12	11/06/12	6-7a news	6-7a		:30			NM	10	\$8,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$800.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$800.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$800.00			
D 3	WLWT	10/08/12	10/14/12	NBC Today Show	7-9a		:30			NM	0	\$0.00
		Class of Time - Immediately Pre-emptible without notice										
N 4	WLWT	10/24/12	11/06/12	NBC Today Show	7-9a		:30			NM	10	\$12,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$1,200.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$1,200.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$1,200.00			
N 5	WLWT	10/24/12	11/06/12	NBC Today Show II	9-10a		:30			NM	7	\$5,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$800.00			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$800.00			
	Week:	11/05/12	11/11/12	MT-----				1	\$800.00			
N 6	WLWT	10/24/12	11/05/12	12-1230p M-F news	12-1230p		:30			NM	7	\$1,050.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$150.00			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$150.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
940867 /	

Contract Dates	Product	Estimate #
10/22/12 - 11/06/12	GENERAL	2452

Advertiser	Original Date / Revision
Mandel/R/Senator	10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$150.00			
N 7	WLWT	10/24/12	11/02/12	5-530p M-F news	5-530p		:30			NM	7	\$7,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,000.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$1,000.00			
8	WLWT	11/05/12	11/05/12	5-530p M-F news	5-530p		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,000.00			
N 9	WLWT	10/24/12	11/02/12	530-6p M-F news	530-6p		:30			NM	7	\$7,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,000.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$1,000.00			
N 10	WLWT	11/05/12	11/05/12	530-6p M-F news	530-6p		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,000.00			
N 11	WLWT	10/24/12	11/02/12	6-630p M-F news	6-630p		:30			NM	10	\$10,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				5	\$1,000.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,000.00			
N 12	WLWT	11/05/12	11/05/12	6-630p M-F news	6-630p		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,000.00			
N 13	WLWT	10/24/12	11/05/12	7-730p	7-730p		:30			NM	7	\$5,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$800.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$800.00			
Week:		11/05/12	11/11/12	M-----				1	\$800.00			
N 14	WLWT	10/24/12	11/05/12	11-1135p M-Su	11-1135p		:30			NM	4	\$6,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,700.00			
Week:		10/29/12	11/04/12	-----				0	\$1,700.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,700.00			
N 15	WLWT	10/29/12	11/03/12	11-1135p M-Su	11-1135p		:30			NM	5	\$4,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$800.00			
N 16	WLWT	10/28/12	11/04/12	Late News after NFL	Late News		:30			NM	2	\$650.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																												
Week: 10/22/12	10/28/12	-----S	1	\$325.00																												
Week: 10/29/12	11/04/12	-----S	1	\$325.00																												
N 17	WLWT	10/24/12	11/05/12	NBC Tonight Show	1135-1237a		:30			NM	6	\$2,400.00																				
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																												
Week: 10/22/12	10/28/12	--WTF--	2	\$400.00																												
Week: 10/29/12	11/04/12	MTWTF--	3	\$400.00																												
Week: 11/05/12	11/11/12	M-----	1	\$400.00																												
N 18	WLWT	10/27/12	11/04/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	4	\$700.00																				
Class of Time - Immediately Pre-emptible without notice																																
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>Week: 10/22/12</td><td>10/28/12</td><td>-----SS</td><td>2</td><td>\$175.00</td></tr><tr><td>Week: 10/29/12</td><td>11/04/12</td><td>-----SS</td><td>2</td><td>\$175.00</td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week: 10/22/12	10/28/12	-----SS	2	\$175.00	Week: 10/29/12	11/04/12	-----SS	2	\$175.00					
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																												
Week: 10/22/12	10/28/12	-----SS	2	\$175.00																												
Week: 10/29/12	11/04/12	-----SS	2	\$175.00																												
N 19	WLWT	10/27/12	11/04/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	\$700.00																				
Class of Time - Immediately Pre-emptible without notice																																
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>Week: 10/22/12</td><td>10/28/12</td><td>-----SS</td><td>1</td><td>\$350.00</td></tr><tr><td>Week: 10/29/12</td><td>11/04/12</td><td>-----SS</td><td>1</td><td>\$350.00</td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week: 10/22/12	10/28/12	-----SS	1	\$350.00	Week: 10/29/12	11/04/12	-----SS	1	\$350.00					
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																												
Week: 10/22/12	10/28/12	-----SS	1	\$350.00																												
Week: 10/29/12	11/04/12	-----SS	1	\$350.00																												
N 20	WLWT	10/27/12	11/04/12	NBC Saturday Today	Sa8-10a		:30			NM	2	\$2,400.00																				
Class of Time - Pre-emptible with notice																																
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th></tr><tr><td>Week: 10/22/12</td><td>10/28/12</td><td>-----S-</td><td>1</td><td>\$1,200.00</td></tr><tr><td>Week: 10/29/12</td><td>11/04/12</td><td>-----S-</td><td>1</td><td>\$1,200.00</td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week: 10/22/12	10/28/12	-----S-	1	\$1,200.00	Week: 10/29/12	11/04/12	-----S-	1	\$1,200.00					
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																												
Week: 10/22/12	10/28/12	-----S-	1	\$1,200.00																												
Week: 10/29/12	11/04/12	-----S-	1	\$1,200.00																												
N 21	WLWT	10/27/12	11/04/12	Sa 10-11a News	Sa 10-11a		:30			NM	2	\$600.00																				
Class of Time - Immediately Pre-emptible without notice																																
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																												
Week: 10/22/12	10/28/12	-----S-	1	\$300.00																												
Week: 10/29/12	11/04/12	-----S-	1	\$300.00																												
N 22	WLWT	10/28/12	11/04/12	NBC Sunday Today	Su8-9a		:30			NM	2	\$3,000.00																				
Class of Time - Pre-emptible with notice																																
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Week: 10/22/12	10/28/12	-----S	1	\$1,500.00																												
Week: 10/29/12	11/04/12	-----S	1	\$1,500.00																												
D 23	WLWT	10/08/12	10/21/12	Su 9-10a News	Su 9-10a		:30			NM	0	\$0.00																				
Class of Time - Immediately Pre-emptible without notice																																
N 24	WLWT	10/22/12	11/04/12	Su 9-10a News	Su 9-10a		:30			NM	2	\$1,800.00																				
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																												
Week: 10/22/12	10/28/12	-----S	1	\$900.00																												
Week: 10/29/12	11/04/12	-----S	1	\$900.00																												
N 25	WLWT	10/28/12	11/04/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	2	\$2,400.00																				
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Week: 10/29/12	11/04/12	-----S	1	\$1,200.00																												
N 26	WLWT	10/29/12	11/05/12	Mon NBC Prime Other	Prime Other		:30			NM	3	\$7,000.00																				
Class of Time - Immediately Pre-emptible without notice																																

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

<u>Contract / Revision</u>	<u>Alt Order #</u>
940867 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/12 - 11/06/12	GENERAL	2452

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel/R/Senator	10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	5	WLWT	10/22/12-10/28/12	M8-9p	M8-9p	M-----	:30		\$3,000.00	NM		
	Ⓜ MG for 26.2 10/22											
Week:		11/05/12	11/11/12	M-----				1	\$2,000.00			
Totals											114	\$92,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	44	\$37,650.00	\$32,002.50
10/29/12 - 11/06/12	70	\$55,300.00	\$47,005.00
Totals	114	\$92,950.00	\$79,007.50

Signature: _____ **Date:** _____

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